

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (Currently Amended): ~~Large surface~~ A large-surface advertising device for ~~posters~~ a poster, having a housing, in which ~~supply rollers (winding shafts)~~ to accommodate rollable posters in web form are disposed, ~~particularly poster change devices for alternating advertising,~~ whereby the housing is provided with a transparent viewing pane, and light sources are disposed behind or in front of the poster,

wherein

at least one upper and lower deflection device (3) and (4) is disposed on ~~the~~ a housing mount and base frame (6), at ~~the~~ top and bottom, in each instance, in ~~the~~ a region of the winding shafts (1) and (2), mounted in front, the deflection devices are separated, and the poster on the separated deflection devices has a looping angle between 70 degrees and 180 degrees.

Claim 2 (Canceled).

Claim 3 (Currently Amended): ~~Large-surface~~ The large-surface
advertising device for ~~posters~~ a poster according to claim 1,

wherein

the upper deflection device (3) and/or the lower deflection
device (4) consists of a shaft that is mounted in at least two
locations.

Claim 4 (Canceled).

Claim 5 (Currently Amended): ~~Large-surface~~ The large-surface
advertising device for ~~posters~~ a poster according to claim 1,

wherein

the upper and lower deflection device (3) or (4) are supported
once or multiple times on the housing mount and base frame (6), by
~~means of~~ supports (5).

Claim 6 (Currently Amended): ~~Large-surface~~ The large-surface
advertising device for ~~posters~~ a poster according to claim 1,

wherein

the upper and lower winding shaft (1) and (2) are disposed to be
replaceable.

Claim 7 (Currently Amended): ~~Large-surface~~ The large-surface
advertising device for ~~posters~~ a poster according to claim 6,

wherein

the upper ~~and/or~~ and lower winding ~~shaft (1) and/or (2)~~ shafts are
disposed multiple times in a changing magazine.

Claim 8 (Currently Amended): ~~Large-surface~~ The large-surface
advertising device for ~~posters~~ a poster according to claim 1,

wherein

counter-elements that act at a slant are disposed on the upper
and/or lower deflection device (3) and/or (4).

Claim 9 (Currently Amended): ~~Large-surface~~ The large-surface
advertising device for ~~posters~~ a poster according to claim 1,

wherein

all the individual parts for poster holding and poster change are disposed in duplicate.

Claim 10 (New): A method for controlling a change in a rollable poster on a large-surface advertising device having an upper winding shaft and a lower winding shaft accommodating the rollable poster by controlling the winding shafts comprising the steps of:

(a) winding the rollable poster in a winding direction;

(b) controlling speeds of rotation of the upper winding shaft and the lower winding shaft as a function of current diameters of the upper winding shaft and the lower winding shaft during the winding to form a freely hanging constant poster loop during the change in poster, independent of the winding direction;

(c) after a target position of the poster has been reached, winding the loop via a defined rewinding of the upper winding shaft or the lower winding shaft; and

(d) tensing or stretching the poster tight.